

# SMOKELESS/ SPIT TOBACCO



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Health Promotion Program



# Smokeless Tobacco is also called

- Dip
- Chew
- Spit
- Plug
- Snuff
- Pinch



# Smokeless Tobacco Companies

Market their products to-

- Young white males
- Native Americans
- Athletes
- Sports fans
- Persons from rural areas
- Military



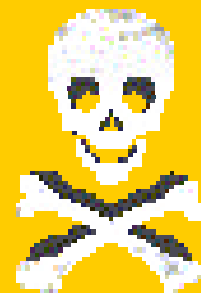
**They cleverly market their products by appealing to -**

- **Tough Guy Traits**
- **Risk Taking behaviors**
- **Using Role Models**

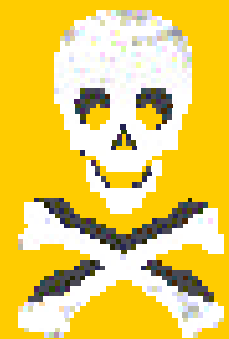
**Their Goal is to Hook You!**

# What the Spit Tobacco Companies don't tell you!

- Dip and spit is Highly Addicting!
- Contains sweeteners and flavorings to cover the grit and sand!
- Contains poisons such as uranium, formaldehyde and nuclear waste!
- Can cause cancer!



**The Tobacco Companies get you hooked on low nicotine spit products, Skoal Bandits, then encourage you to move up like a man and graduate to more addictive products such as Copenhagen and Kodiak!**



**Did they hook You?  
Or  
A Friend?**

# Consequences of Spit Tobacco



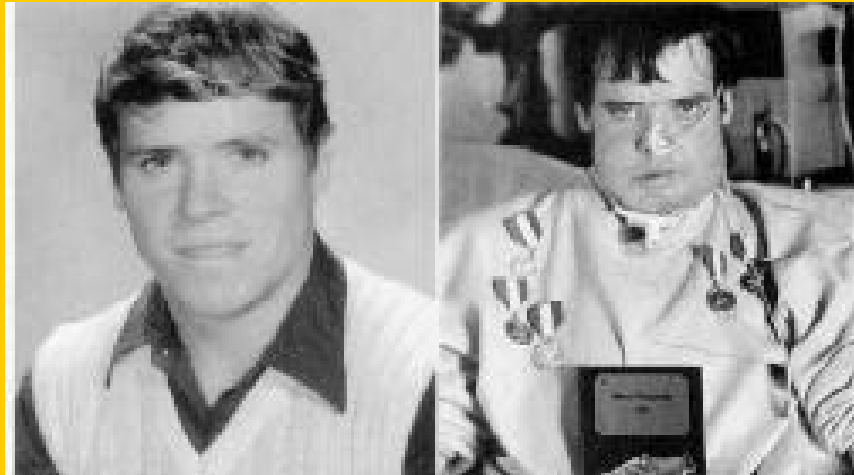
**Rick Bender**

**Rick Bender—started using spit tobacco at 12 and lost half of his face to oral cancer by age 26.**



# Consequences of Spit Tobacco

Sean Marsee



started using snuff at the age of 12. Developed a sore by 18 on his tongue; doctors removed part of his tongue, but cancer had spread. By 19 and disfiguring surgery he died. He told his mother when she tried to stop him, that athletes wouldn't advertise it if it wasn't safe, unfortunately, he was wrong.

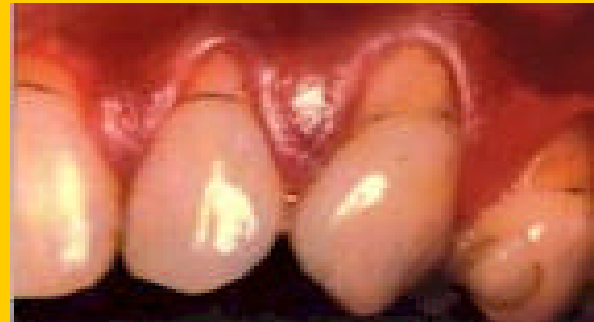
# Another reason to Quit!!!

- Women **dislike** dipping and chewing!



# Oral-Health Consequences of SPIT Tobacco

- Foul Breath!
- Tooth Decay!
- Staining and tooth discoloration!
- Gum recession!
- Loss of Teeth
- Lots of visits to the Dentist!!



# Who Uses Smokeless Tobacco?

- In U.S.A., there are 3.7 million users
- Most guys try spit tobacco before they are teenagers!
- 20% of male high school users chew

# SPLIT TOBACCO USE AMONG MALE MARINES

- Age18-24 22.4%
- Age25-34 21.9%
- Overall  
USMC rate 20.3%



# SPIT TOBACCO USE IN MALE SAILORS

- Age 18-24 18.1%
- Age 25-34 11.7%
- Overall USN rate 10.4%



# Military Goal

To decrease and to reduce  
Navy and Marine Corps rates  
of Spit Tobacco usage!



# Know the Truth!

- Top Athletes do not dip and chew!
- Independence = SPIT FREE
- Dependence = Hooked on DIP &  
CHEW



# What can I do?

- **QUIT!**

# My Benefits are-

- \$Save Money!



- Improve my Social Life!



- Enhance my freedom and independence!



# Tell Others

- Chewing isn't cool!
- Dipping and sports do not mix!
- Chew is real bad stuff!
- Spit Tobacco is not a safe alternative to smoking!



# Your Challenge!

- Show others you've got the right stuff to QUIT!
- Encourage and help your Shipmates and Marines to Quit the Spit!

**Remember, the Best Thing I can  
do to Improve My Health  
is to **quit** using Spit Tobacco!!**



**Say Goodbye.....**

**to Spit Tobacco!**



# cigars-now



abc  
M

